Pardon us while we change our dress in the United States

IN the Fall "Stateside," Philip Morris is changing to a bright red, white and gold package.

Because of demand from our overseas military, we will continue to pack our familiar rich chestnut brown package for you.

Both packages, bright red, white and gold or rich chestnut brown, will contain the same gentle Philip Morris . . . gentle for modern taste.

Philip Morris

. . . gentle for modern taste

Service Newspapers

Ad No. 55-119

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